

ORDER



Orders
Order / Rev: 166440
Alt Order #: 06323821
Product Desc: NRSC-THOMPSON
Estimate:
Flight Dates: 09/20/12 - 09/30/12
Original Date / Rev: 09/20/12 / 09/21/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Nebo Media, Inc.
Buying Contact: Neil Williams
Billing Contact:
 P.O. Box 3775
 Washington, DC 20027

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/NRSC-Thompson/R/Sen/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	37	\$20,100.00	\$17,085.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	37	\$20,100.00	\$17,085.00	0.00
Totals	37	\$20,100.00	\$17,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$20,100.00
Market	100%	\$134,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$40,200.00
WITI	30%	\$40,200.00
WMLW-	2%	\$2,680.00
WPXE	0%	\$0.00
WTMJ	23%	\$30,820.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	09/20/12	09/22/12	CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	---T-S-	:30	2	\$150.00	P-2	0.00	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T-S- 2 \$150.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WDJT 09/17/12-09/23/12 CBS58 Nws 5p M-Sa/530p S 5-530p/530-6p ---Th-Sa-- :30 (\$150.00) 0.00 NM See MG 13.7, 13.8, 13.9, 13.10, 13.11, 13.12															
2	WDJT	09/24/12	09/29/12		CM	5-530p/530-6p	MTWT-S-	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00

Order / Rev: 166440
 Alt Order #: 06323821
 Flight Dates: 09/20/12 - 09/30/12

Advertiser: Poli/NRSC-Thompson/R/Sen/WI
 Product Desc: NRSC-THOMPSON
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS58 Nws 5p M-Sa/530														
CBS58 Nws 5p M-Sa/530p Su														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT-S-		5		\$150.00			0.00			
3	WDJT	09/20/12	09/22/12	M - SU Late News	CM	10p - 1035p ---TFS-	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		M-Su 10p-1035p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TFS-		3		\$600.00			0.00			
4	WDJT	09/24/12	09/27/12	M - SU Late News	CM	10p - 1035p M---T---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		M-Su 10p-1035p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M---T---		2		\$750.00			0.00			
N 5	WDJT	09/25/12	09/28/12	Morning News M-F 6a - 7a	CM	6a-7a -T-TF-- (6:00 AM-7:00 AM)	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-TF--		2		\$50.00			0.00			
6	WDJT	09/24/12	09/27/12	CBS Mning Nws M-F 7-9M	CM	7a-9a M---T---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		CBS This Morning M-F 7a-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M---T---		2		\$50.00			0.00			
7	WDJT	09/21/12	09/21/12	Let's Make a Deal 9a-10a	CM	858a-10a ----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		Let's Make a Deal 9a-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1		\$175.00			0.00			
8	WDJT	09/20/12	09/20/12	Price Is Right 10a-11a	CM	10a - 11a ---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		Price is Right 10a-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1		\$300.00			0.00			
9	WDJT	09/25/12	09/28/12	Price Is Right 10a-11a	CM	10a - 11a -TW-F--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		Price is Right 10a-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TW-F--		3		\$300.00			0.00			
10	WDJT	09/27/12	09/27/12	Y&R 11a-12p	CM	11a - 12p ---1---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		The Young & the Restless 11a-												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1		\$350.00			0.00			
11	WDJT	09/20/12	09/20/12	News at Noon	CM	12p-1230p ---1---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		News at Noon												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1		\$100.00			0.00			
12	WDJT	09/28/12	09/28/12	News at Noon	CM	12p-1230p ----1--	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		News at Noon												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$125.00			0.00			
N 13	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p	CM	M-F 6p-630p ---1---	:30	1	\$400.00	P-2	0.00	NM	6	\$3,300.00
		6p-630p/Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1		\$400.00			0.00			

Order / Rev: 166440
 Alt Order #: 06323821
 Flight Dates: 09/20/12 - 09/30/12

Advertiser: Poli/NRSC-Thompson/R/Sen/WI
 Product Desc: NRSC-THOMPSON
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---1---	:30	1	\$400.00	P-2	0.00	NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---1--- 1 \$400.00 0.00														
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WDJT	09/17/12-09/23/12	Jeopardy 6p-630p	M-F 6p-630p	---Th----	:30	(\$400.00)	0.00	NM					
See MG 13.7, 13.8, 13.9, 13.10, 13.11, 13.12														
7	WDJT	09/24/12-09/28/12	Jeopardy 6p-630p	M-F 6p-630p	MTWThF----	:30	\$750.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
8	WDJT	09/24/12-09/28/12	Wheel of Fortune 630p-7p	M-F 630p-7p	MTWThF----	:30	\$750.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
9	WDJT	09/24/12-09/28/12	Letterman 1035p-1135p	1035p-1135p	MTWThF----	:30	\$200.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
10	WDJT	09/30/12-09/30/12	Sun 10-1030a	10a-1030a	-----Su	:30	\$300.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
11	WDJT	09/30/12-09/30/12	NFL Today	NFL Today	-----Su	:30	\$1,000.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
12	WDJT	09/24/12-09/28/12	Price Is Right 10a-11a	10a - 11a	MTWThF----	:30	\$300.00	0.00	NM					
Ⓜ MG for 1.1, 14.2, 13.1														
N 14	WDJT	09/20/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	:30	2	\$500.00	P-2	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---TF-- 2 \$500.00 0.00														
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
2	WDJT	09/17/12-09/23/12	Wheel of Fortune 630p-7p	M-F 630p-7p	---ThF----	:30	(\$500.00)	0.00	NM					
See MG 13.7, 13.8, 13.9, 13.10, 13.11, 13.12														
15	WDJT	09/20/12	09/20/12	Th 9p - 10p Th 9p - 10p	CM	Th 9p - 10p ---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---1--- 1 \$2,000.00 0.00														
16	WDJT	09/21/12	09/21/12	Fr 8p - 9p CSI: New York	CM	8p - 9p ----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----1-- 1 \$1,000.00 0.00														
17	WDJT	09/23/12	09/23/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game -----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----1 1 \$2,000.00 0.00														
18	WDJT	09/30/12	09/30/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----1 1 \$750.00 0.00														
19	WDJT	09/30/12	09/30/12	Face the Nation Face the Nation	CM	930a-10a -----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----1 1 \$500.00 0.00														
20	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----1 1 \$3,000.00 0.00														
21	WDJT	09/24/12	09/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 1----- 1 \$700.00 0.00														
Totals													37	\$20,100.00